

ORDER



Orders
Order / Rev: 69407
Alt Order #: /Brad
Product Desc: 60 Plus Association
Estimate: 86
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: 60 Plus Association
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	30	\$36,190.00	\$30,761.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	30	\$36,190.00	\$30,761.50	0.00
Totals	30	\$36,190.00	\$30,761.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$36,190.00
Market	100%	\$129,250.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$93,060.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- - - TF - -	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
E 2	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- - - TF - -	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
E 3	WHP	11/01/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- - - TF - -	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
E 4	WHP	11/02/12	11/02/12	CBS Evening News CBS Evening News	CM	630p-7p	- - - - F - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - F - -	1		\$1,500.00		0.00						
E 5	WHP	11/01/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- - - TF - -	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00

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 Flight Dates: 11/01/12 - 11/05/12

Advertiser: 60 Plus Association
 Product Desc: 60 Plus Association
 Estimate: 86

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WHP	11/01/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---TF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		4			\$1,500.00		0.00				
E 6	WHP	11/01/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---TF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		4			\$2,000.00		0.00				
E 7	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---T---		1			\$2,250.00		0.00				
E 8	WHP	11/01/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$475.00		0.00				
E 9	WHP	11/03/12	11/03/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$1,000.00		0.00				
E 10	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$295.00	P-1	0.00	NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----SS		2			\$295.00		0.00				
E 11	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$475.00		0.00				
E 12	WHP	11/01/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$4,250.00	P-1	0.00	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$4,250.00		0.00				
E 13	WHP	11/05/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$325.00		0.00				
E 14	WHP	11/05/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$325.00		0.00				
E 15	WHP	11/05/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$400.00		0.00				
E 16	WHP	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,500.00		0.00				
E 17	WHP	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		2			\$1,500.00		0.00				
E 18	WHP	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		2			\$2,000.00		0.00				
Totals														30	\$36,190.00